0101

A customer acquisition company
A conversion specialist

p2imiser

Conversion Optimiser for
Improving Sales Funnel

| | Data Optimisation | **01** |

| **02** | Targetting Optimisation - Bucket Testing | |

| Creative Optimisation - Split Testing | **03** |

| **04** | Sales Funnel Optimisation - Lead Scoring/Nurturing & Call Centre | |

| Website Optimisation UI/UX | **05** |

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Output: Conversion Optimisation by 25%

0101's Properitory

CONVERSION RATE OPTIMIZATION

Process Framework

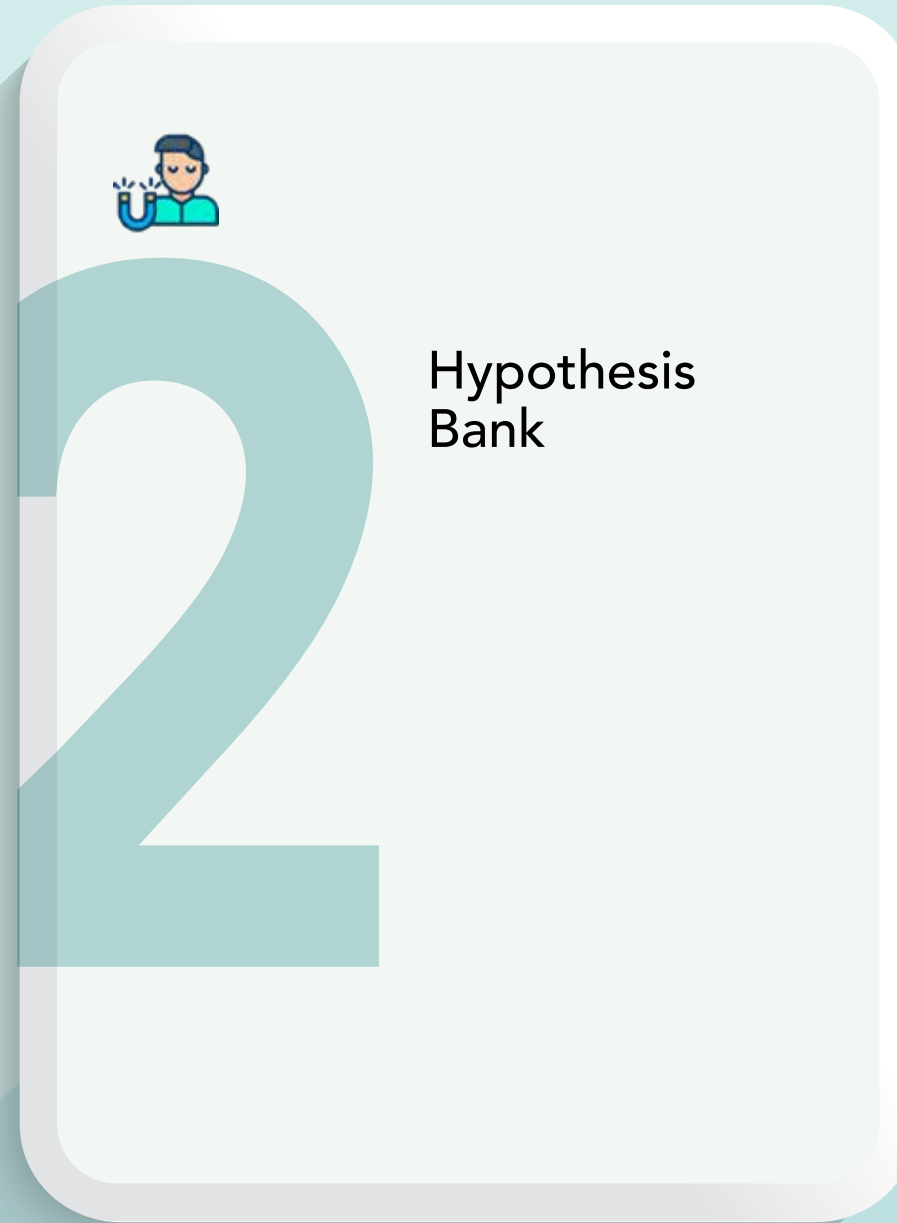Data driven conversion specialist **0101.TODAY**
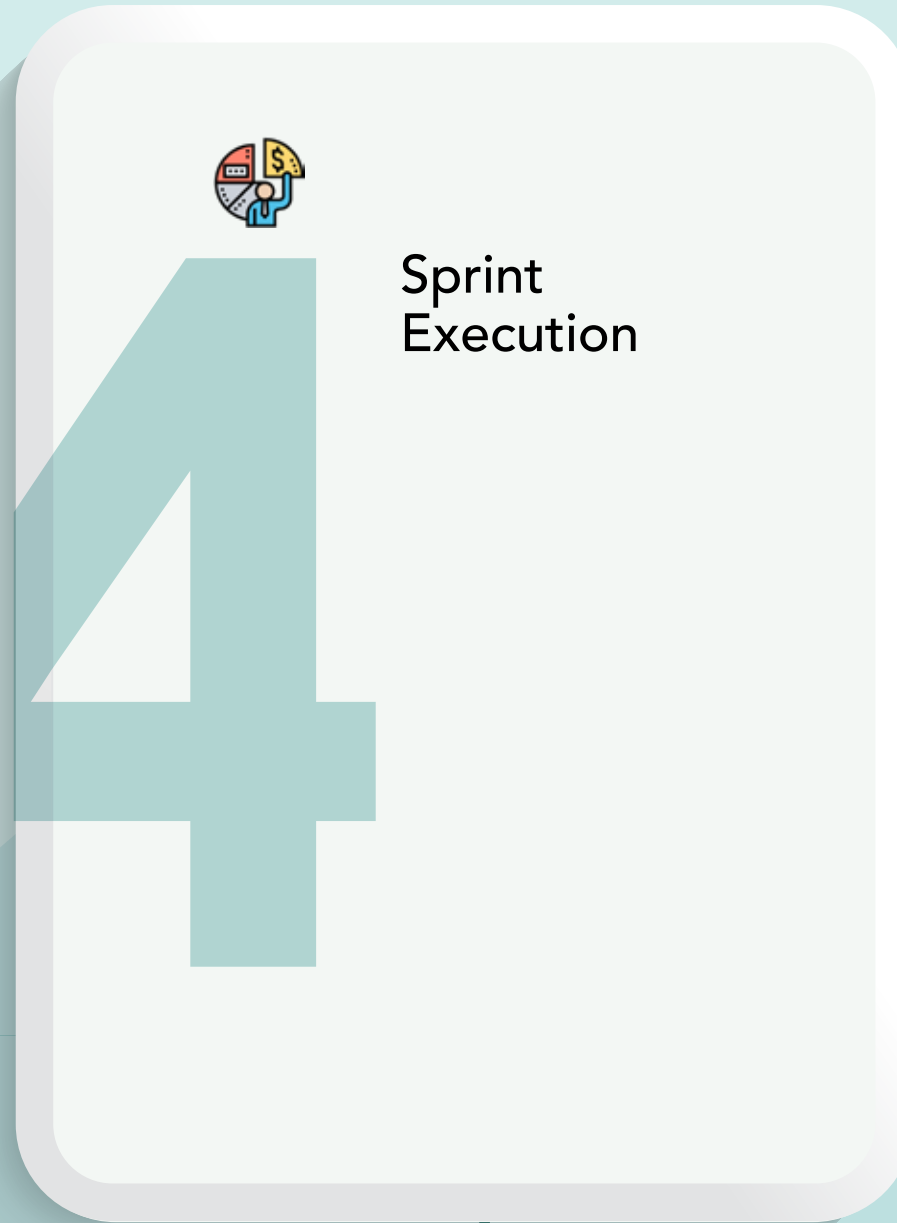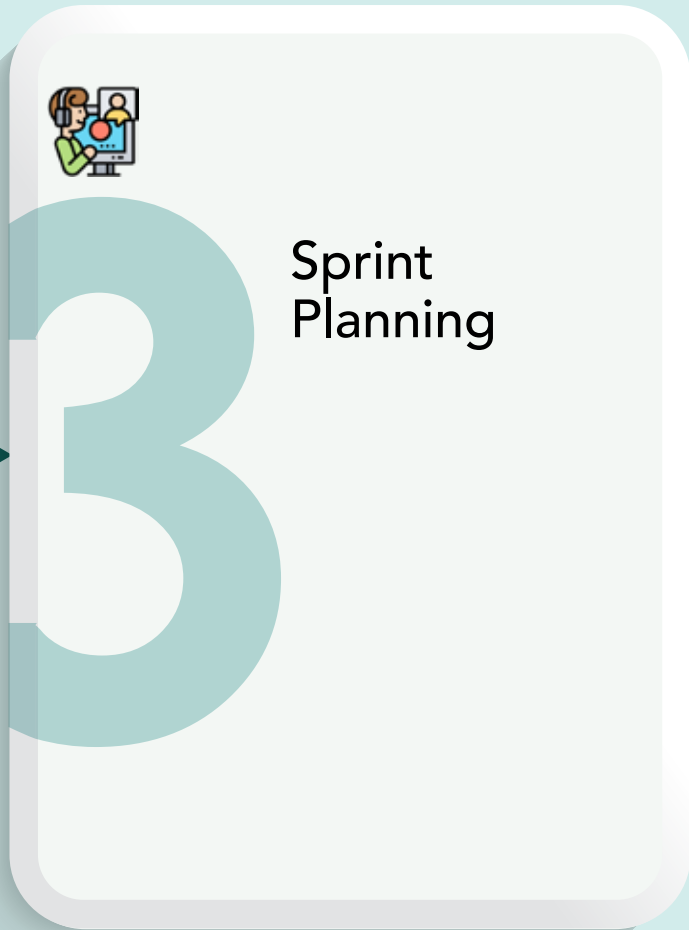
Conversion Rate Optimization

While we can start with classical sales funnel optimization, our CRO framework is multi-dimensions

- Data optimization help us identify setting up analytics reports, build, segmentation, data capture and layering.

- Traffic optimization - Looking traffic composition changes to suggest media optimization

- Building AB testing framework and implementation of creative optimization for reducing user journey frictions

- Bottom funnel or actual conversion points optimization will delivery final delta. This is where we add nudge to take user to next level

- Underlying to all this is core CRO which is improving Website UI/UX with multitude of changes

Tools are critical but what we bring to table is layer of process and KPI. Perpetual beta process of continues improvement to achieve desired delta

1 CRO Setup

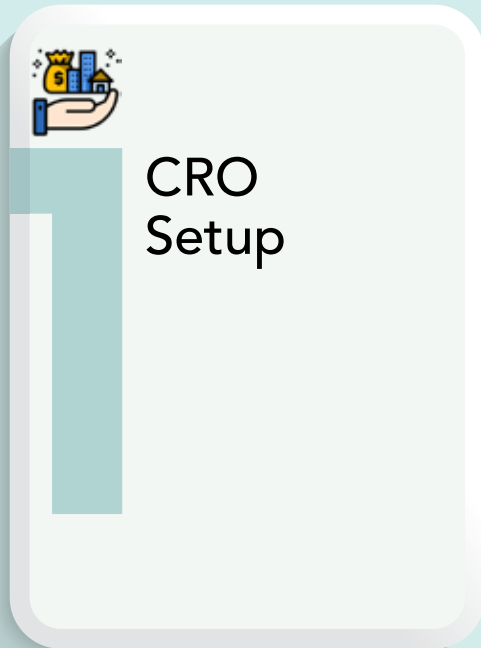**2** Hypothesis Bank

CRO – 6
Steps Process

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3 Sprint
Planning

4 Sprint
Execution

5
Review & Reporting

6
Fixing AdTech

CRO Setup

DESCRIPTION	MODEL	PROCESS	TECH STACK
Descriptive analysis to asses funnel performance or set up right funnel and analytics framework	Platform audit - heatmaps, page funnels, session replay	Web analytics and user journey audit to understand funnel performance, current set-up of analytics and MarTech	CRM + Google / Adobe analytics + Lucky orange / crazy egg
	Set up funnel and data framework	Get the right data to track key business parameters **Audience** – New Vs Returning **Platforms** – Mobile Vs Desktop **Demographic** – Location, age, gender Time of the day **Traffic source** – Organic, paid, social. Referral	
	Call centre analysis	Voice recordings, reports & key drop out points	

2 Hypothesis Bank

DESCRIPTION

Create list of fixes/sprint stories using platform audit, user feedback and business priority to create backlog

MODEL

Web insights and behavioural analytics

Usability research with Qualitative insights

PROCESS

Based on analytics findings layered with user journey analysis create list of hypothesis. At this stage just create complete list

Based on on funnel dropout points we create user Surveys, usability testing, product reviews

TECH STACK

Hotjar, Qualaroo, TurnTo

3 Sprint Planning

DESCRIPTION	MODEL	PROCESS
Stage to shortlist hypothesis and develop all required inputs to execute same.	P.I.E. Framework	We build formula based on Potential for business, Importance and Ease of implementation to shortlist Hypothesis
	Communication & design	Audit and build revised communication for shortlisted framework. Build new set of creative, landing page design etc

5 Review & Reporting

DESCRIPTION

Review actual performance and share reports for next sprint planning

MODEL

Pre-post Funnel analysis

PROCESS

Look at pre and post analysis using same base to report results

TECH STACK

Web analytics, CRM

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Fixing AdTech

6

DESCRIPTION	MODEL	PROCESS	TECH STACK
Improve audience quality by analysing traffic	Exclusion and growth list	Looking at existing customer analysitcs on bounce rate, engagement and funnel performance we will suggest improvement strategy for media	Google360/ Adobe analytics, Customer Data Platform, GDS

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'Conversions Optimization' different lens

Increase New customer growth

Improve funnel efficiencies

We aim to help what you want to achieve or improve

Add into Customer lifetime value

Increase customer engagement

Tech stack:
Underlying platforms set up

Three key components – Analytics, Testing platform, User journey analysis (Platform + Process)

Analytics set up

To start with we need to ensure proper funnel tracking and remove anomalies (duplicate count, overlapping journeys etc)

In workspace make custom Funnel for segment cuts like Audience, Platforms, Demographic, Time of the day, Traffic source etc

Testing platforms

We recommend Adobe analytics + Target due to better integration of test and analytics.

In our experience where we implemented Adobe and Optimizely we deployed custom to patch but there is always some data gap. This is easy to implement and not a show stopper then but considering 13 sites and e-comm it may be challenge
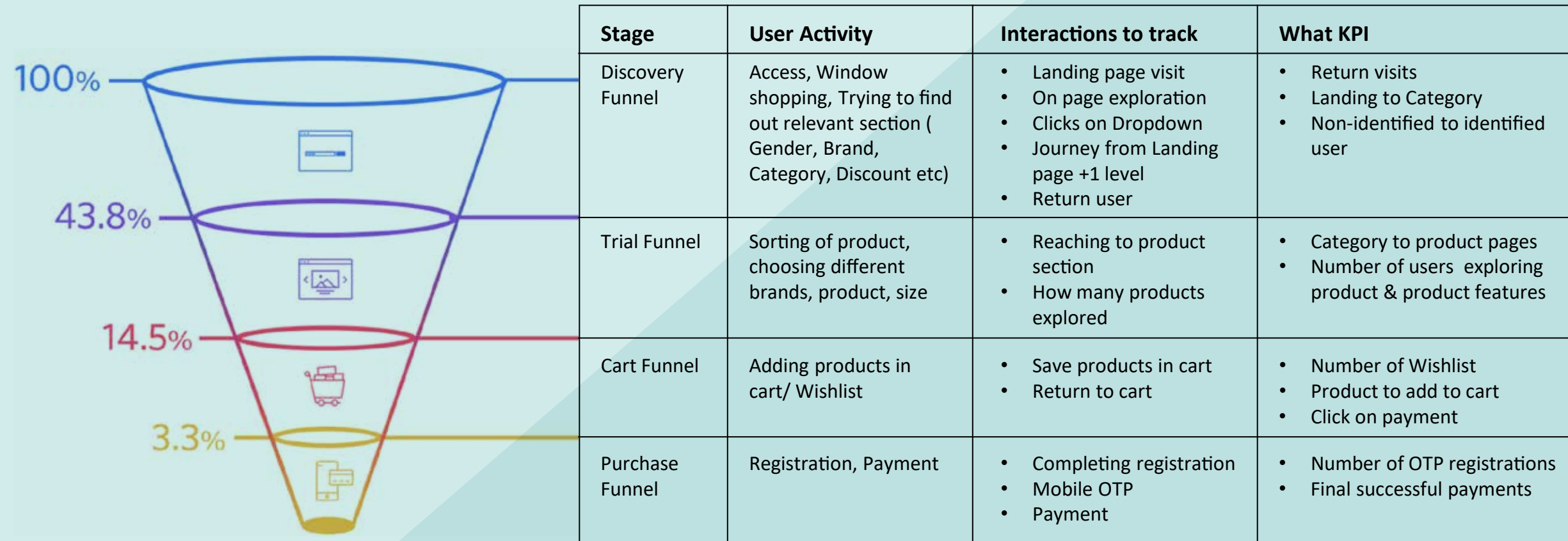
User journey analysis

Since we have enterprise partnership we recommend Lucky orange (LO) but there is hardly any difference on feature between LO and Crazy Egg

LO gives us Heatmap to understand user concentration and scroll pattern.

Its also has video recording which gives us qualitative analysis

Micro & Macro:
What KPIs to use

- Use only actionable or conversion KPI and avoid path to conversion (Vanity) metrics
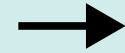- Combination of micro and macro conversion metrics for KPI selection

Stage	User Activity	Interactions to track	What KPI
Discovery Funnel	Access, Window shopping, Trying to find out relevant section (Gender, Brand, Category, Discount etc)	• Landing page visit • On page exploration • Clicks on Dropdown • Journey from Landing page +1 level • Return user	• Return visits • Landing to Category • Non-identified to identified user
Trial Funnel	Sorting of product, choosing different brands, product, size	• Reaching to product section • How many products explored	• Category to product pages • Number of users exploring product & product features
Cart Funnel	Adding products in cart/ Wishlist	• Save products in cart • Return to cart	• Number of Wishlist • Product to add to cart • Click on payment
Purchase Funnel	Registration, Payment	• Completing registration • Mobile OTP • Payment	• Number of OTP registrations • Final successful payments

100%
43.8%
14.5%
3.3%

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Team structure:
Bringing right skill set

0101 TEAM

CLIENT TEAM

Product lead
Decision maker for selection of hypothesis

CRO manager
Develop and manage CRO program

Content writer
Write copy to reduce frictions and nudge user

UI/UX designer
Based on story redesign web pages or components

Analytics Lead
Use web analytics & journey analysis to create funnel insights

Frontend Developer
Develop webpages for AB testing and deploy codes

Tech lead
Manages website deployment

Data science
Managing AB test logic, tracking, test & target data

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